

PATENT ABSTRACTS OF JAPAN

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(21)Application number : 05-214922 (71)Applicant : SHISEIDO CO LTD
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(54) LIPSTICK COMPOSITION

(57)Abstract:

PURPOSE: To obtain a lip stick composition excellent in usability and moisture retaining property and further color development and color keeping effect when applied on lip.

CONSTITUTION: The lipstick composition consists of organic modified clayey mineral obtained treating a water swelling clayey mineral with a quarternary ammonium salt type cationic surfactant and a conjugated lipid or a nonionic surfactant and a W/O type emulsion containing oil and aqueous components. A content of the quarternary ammonium salt type cationic surfactant is preferably 60-140 milliequivalent to 100g water swelling clayey mineral, that of the conjugated lipid 1-300g and that of the nonionic surfactant 5-200g. A compounding amount of the W/O type emulsion is preferably 0.5-50wt.% to the total weight.

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